



PLUG & PLAY TEMPLATE

5 Warm Automated Campaign Plays

End-to-end lifecycle and demand gen campaigns powered by first-party data and AI personalization.

3x higher engagement with warm personalization

Based on 1M+ AI-generated marketing assets

Each play: Trigger · Data Inputs · Components · Workflow · Sample Messaging

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Why Warm Beats Cold

Not all personalization is created equal. Our analysis of **1M+ marketing assets** reveals that warm personalization using first-party CRM data drives 3x higher engagement than cold outreach relying solely on third-party data like job titles and company names.

COLD PERSONALIZATION

Third-party data only

~2 data points
per message

LinkedIn profile, company website,
job titles, firmographics

"I know who you are."

WARM PERSONALIZATION

First-party + third-party data

~7 data points
per message

Deal stage, seller notes, downloads,
product usage, stated goals

"I know where you've been."

The 5 Plays at a Glance

01 Gated Asset Nurture

Content download | personalized nurture sequence

02 Demo No-Show Recovery

Demo request with no booking | multi-channel follow-up

03 Post-Event Follow-Up

Event attendance | 1:1 session-based nurture

04 Stale Deal Acceleration

Inactive opportunity | context-rich re-engagement

05 Closed-Lost Re-Engagement

Lost deal | reason-based win-back campaign

Each play is designed to run on autopilot once configured. Connect your CRM, set the trigger, and let warm personalization do the heavy lifting.

LEAD NURTURE

Gated Asset Nurture

TRIGGER

Contact fills out a form to download gated content (eBook, guide, report, template). Enrichment + CRM data is pulled automatically to fuel a personalized nurture sequence.

FIRST-PARTY DATA INPUTS (7 attributes)

- Asset downloaded
- Job title
- Industry
- Company size
- Tech stack
- Funnel stage
- Prior engagement

CAMPAIGN COMPONENTS

- Email sequence (5-7)
- 1:1 landing page
- LinkedIn DM
- SDR alert

AUTOMATED WORKFLOW

- Contact downloads gated asset. CRM trigger fires.
- Tofu enriches contact with firmographic + technographic data.
- AI generates 5-7 email nurture personalized to asset topic + persona.
- 1:1 landing page created with related resources for their industry.
- No engagement after email 3. LinkedIn DM via SDR.
- High engagement signals pushed to SDR for direct outreach.

SAMPLE WARM MESSAGE

"Hi Sarah, I saw your team grabbed our ABM playbook last week. Given that Acme is scaling its enterprise motion, I pulled together a case study on how a similar-stage SaaS company drove 34% more pipeline with account-based nurture. Thought it might be relevant to what you're building."

EXPECTED OUTCOME

3x engagement vs. generic nurture; accelerated MQL-to-SQL conversion

PRO TIP: Segment nurture by asset topic, not just persona. A VP who downloaded a metrics guide wants different follow-up than one who downloaded a strategy playbook.

LEAD NURTURE

Demo No-Show Recovery

TRIGGER

Contact fills out a demo request form but does not book or attend within 48 hours. This is a high-intent signal that requires immediate, personalized multi-channel follow-up.

FIRST-PARTY DATA INPUTS (8 attributes)

- Demo form data
- Stated pain points
- Company size
- Tech stack
- Competitor mentions
- Prior site visits
- Role/seniority
- Industry

CAMPAIGN COMPONENTS

- SDR email (personalized)
- Marketing nurture
- LinkedIn DM
- Call script

AUTOMATED WORKFLOW

- 1 Contact submits demo form but doesn't book within 48 hours
- 2 Tofu pulls form responses + CRM data + enrichment signals
- 3 Personalized SDR email generated referencing their stated pain point
- 4 Marketing nurture kicks in with relevant social proof by persona
- 5 LinkedIn DM drafted for SDR with persona-specific hook
- 6 Still no booking after 5 days call script generated for phone outreach

SAMPLE WARM MESSAGE

"Hi Marcus, I noticed you requested a demo earlier this week. You mentioned pipeline visibility as your top challenge — our team just helped a 300-person SaaS company in your space cut reporting time by 60%. I'd love 15 minutes to show you how. Want me to grab a time?"

EXPECTED OUTCOME

40–60% recovery rate on demo no-shows; higher show rates from personalization

PRO TIP: Include the prospect's stated pain point from the form in your subject line. Form-data subject lines see 2x higher open rates vs. generic follow-ups.

EVENTS & WEBINARS

Post-Event / Webinar Follow-Up

TRIGGER

Contact attends a live event, webinar, or watches an on-demand recording. Attendance and engagement data triggers a personalized multi-channel follow-up based on session content.

FIRST-PARTY DATA INPUTS (7 attributes)

- Session attended
- Attendance duration
- Q&A questions
- Industry
- Deal stage
- Persona
- Prior touchpoints

CAMPAIGN COMPONENTS

- Email nurture
- 1:1 landing page
- SDR follow-up
- Repurposed content

AUTOMATED WORKFLOW

- 1 Attendee data syncs from webinar/event platform to CRM
- 2 Tofu segments by engagement level (full attend, partial, on-demand)
- 3 AI generates 1:1 follow-up email referencing specific session content
- 4 1:1 landing page created with recording + related resources
- 5 High-engagement attendees flagged for SDR personal follow-up
- 6 Recording auto-repurposed into blog posts, social clips, email content

SAMPLE WARM MESSAGE

"Hi Jordan, thanks for joining our 'Demand Gen in the Agentic Era' session. I noticed you stayed for the full Q&A; — great question about scaling nurture without headcount. Here's a resource page with the recording plus a case study from a team your size that automated 80% of their nurture."

EXPECTED OUTCOME

3x follow-up engagement vs. generic 'thanks for attending' emails

PRO TIP: Differentiate by engagement level. Full attendees get direct outreach; partial get the recording + nurture; on-demand viewers get a condensed highlight version.

SALES ACCELERATION

Stale Deal Acceleration

TRIGGER

An open opportunity in CRM has been inactive for X days (typically 14–30 days with no activity logged). A re-engagement campaign triggers automatically using full deal context.

FIRST-PARTY DATA INPUTS (9 attributes)

- Deal stage
- Seller notes
- Last activity date
- Stakeholders
- Objections logged
- Competitor intel
- Deal size
- Product interest
- Timeline

CAMPAIGN COMPONENTS

- SDR re-engagement email
- 1:1 landing page
- Marketing nurture
- Display ads

AUTOMATED WORKFLOW

- 1 CRM flags opportunity as stale based on inactivity threshold
- 2 Tofu pulls full deal context: stage, notes, objections, stakeholders
- 3 AI generates re-engagement sequence addressing last known objection
- 4 1:1 landing page built with updated business case + new social proof
- 5 Landing page link shared with AE for direct use in outreach
- 6 Multiple stakeholders display ads targeted to buying committee

SAMPLE WARM MESSAGE

"Hi Priya, I know things got busy after our conversation about consolidating your outbound tooling. Since then, we've released a new Salesforce integration that addresses the workflow concern your team raised. I put together a quick overview. Worth a 10-minute sync?"

EXPECTED OUTCOME

20–35% reactivation rate on stale deals; shortened deal cycles

PRO TIP: Use a 'what's new since we last spoke' angle. Stale deals re-engage faster when there's a legitimate reason to reconnect, not just a check-in.

RE-ENGAGEMENT

Closed-Lost Re-Engagement

TRIGGER

A deal was marked closed-lost X days ago (typically 60–90 days). A re-engagement campaign triggers based on the specific lost reason and original deal context.

FIRST-PARTY DATA INPUTS (9 attributes)

- Closed-lost reason
- Original deal size
- Decision makers
- Competitor chosen
- Pain points discussed
- Last proposal sent
- Original timeline
- Engagement history
- Industry

CAMPAIGN COMPONENTS

- Email sequence
- 1:1 landing page
- LinkedIn DM
- Call script
- Retargeting ads

AUTOMATED WORKFLOW

- 1 CRM triggers campaign X days after deal marked closed-lost
- 2 Tofu pulls lost reason, deal notes, stakeholders, competitor data
- 3 AI generates outreach tailored to specific lost reason
- 4 Lost to competitor competitive displacement messaging + comparison page
- 5 Lost to timing/budget value-based nurture with new ROI data
- 6 Multi-channel: email + LinkedIn DM + call script + retargeting ads

SAMPLE WARM MESSAGE

"Hi David, it's been about 3 months since your team went with [Competitor] for content personalization. We've heard from teams who made a similar choice and have since switched — mostly due to integration limitations at scale. I put together a comparison addressing the concerns your team raised."

EXPECTED OUTCOME

10–20% pipeline recovery from closed-lost deals; highest ROI channel

PRO TIP: Segment by lost reason. 'Lost to competitor' gets displacement content. 'Lost to timing' gets value reinforcement. 'Lost to no decision' gets urgency-based messaging.

READY TO AUTOMATE THESE PLAYS?

Stop Personalizing Manually.

Tofu connects your CRM to AI-powered campaign generation so every touchpoint uses first-party data.

[Book A Demo](#)

tofuhq.com/lp/request-a-demo



Agentic Demand Gen that Builds Pipeline